South Korean Filmmaking

## **Introduction:** South Korea has a heavy focus on Collectivist behaviors. They’re democratic constitution was enacted very recently in 1987 (Low Power Distance), the culture has stayed a high-context one with roots in Confucianism. We can see these changes echoed in their entertainment industry.

## South Korean Values:

## Emphasis on filial piety (Confucianism), humbleness, and education.

## Their beliefs are reflected in speech. (High Context)

## It’s considered childish to use your first name to refer to yourself.

## It’s tabooed to call a social superior by their first name instead of position.

## National Pride

## Positive identity. It’s a norm that Koreans criticize and discuss their society.

## Traditional gender roles.

## Freedom of religion

## 46% no religious affiliation

## 23% Buddhist

## 29% Christian

## South Korea is modernizing very fast and experiencing great economic growth. However, the rural area is still poor in comparison. (transition)

## Cultural values and realities reflected in movies.

## Obaltan (1960) made in a brief time where government censorship was not in place yet.

## Deals with issues Korea was feeling after the Korean War

## PTSD

## Hardships of post-war poverty

## Banned in Korea initially.

## Class divide emphasized greatly in Parasite (2019).

## Director Bong Joon-Ho has these themes in his earlier films Snowpiercer and The Host.

## Movie taps into a real problem that hard work in Korea doesn’t mean you’ll have a fulfilling life, and depicting the disenfranchisement both sides feel.

## Film and entertainment is important to the Korean nation so much so that the government sponsors and supports the industry.

## Korean Film Industry

## Korean Film Council is a public institution.

## Support planning, developing, and distribution for Korean movie projects.

## Gave large stimulus package during COVID pandemic.

## Private investors contribute as well as in any other industry when they believe the film can turn a profit.

## Streaming platforms sponsor Korean film and TV projects.

## Squid Game

## Physical 100

## The Korean entertainment industry is a force and is important to the Korean government and its culture. Its culture has become popular internationally with hits like Squid Game, Parasite, and cult classic like Oldboy. (transition)

## Conclusion

## Most films and TV shows reflect the High Context culture of Korea. And although there is a class divide present in Korea, there is certainly a Low Power Distance. Korean entertainment reflects the collectivist culture that emphasizes the family welfare over the individual, and importance of duty. Korean films also chronicle the attitudes many Koreans held throughout their history as shown in Obaltan. It’s an industry that is still growing as Korea itself is experiencing huge growth nationwide.

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